



BATTERIES PLUS STORES PROFIT THROUGH RECYCLING

With the increase in cell phone upgrades, older phones are quickly finding themselves put out to pasture along with the batteries they contain. While the improper disposal of batteries can lead to soil and groundwater contamination, one business in Louisiana is doing their part to reduce this environmental burden, while also making it easy on the consumer.

With locations in Shreveport and Houma, Batteries Plus takes the guessing game out of battery recycling by accepting all types of batteries (except those which contain mercury) free of charge.

“We accept used lithium and alkaline batteries, along with automotive, telephone and computer batteries,” said Joe Colquitt, Manager of Batteries Plus in Shreveport. “Any kind of battery you can think of.”

Customers can simply drop off their used batteries at any Batteries Plus location, day or night. Upon collection, the store then ships the used batteries, cell phones and rechargeable batteries to specialized facilities that handle recycling and/or reclamation of reusable materials.

Batteries Plus’ nationwide recycling efforts have paid off financially as well. A majority of the material gleaned from the batteries through recycling is later repackaged and sold by the company. “Over 75 percent of the batteries sold by Batteries Plus are from recycled materials. In 2006 alone, the company recovered over 10 million pounds of lead, nickel-cadmium, nickel metal hydride, lithium and plastic goods for recycling,” said John Rowland, salesman at the Houma store. “This amounts to over 20 times the weight of the Statue of Liberty staying out of landfills.”

With a close eye on protecting the environment, Batteries Plus is proud to report that they meet all federal, state and municipal regulations governing the proper disposal of lead acid and nickel-cadmium batteries.

An active participant in EPA-approved recycling methods, the company fully supports organizations that strive to improve the recycling process. In fact, the company is an industry leader when it comes to recycling. “We recycle more alkaline and sealed lead acid batteries than we sell,” said Laura Schmitt, Manager of Batteries Plus in Houma.

As cell phone upgrades and battery discards steadily continue, Batteries Plus will be the one-stop shop for any battery purchasing or recycling needs. For more information, visit Batteries Plus on the web at www.batteriesplus.com, or by calling (800) 677-8278.

